Optometric Management

SUBJECT INDEX

January through December 1981

ADVERTISING
Speak Out For Optometry!, *March*, 81

AIDES
It Pays To Pay Your Wife, *March*, 69
The P.O.P. System For Contact Lens Management, *June*, 65
Your Practice Profile: Your Staff, *August*, 49

A.O.A. CONGRESS
A.O.A. Contact Lens Section?, *June*, 89

ASSOCIATE PRACTICE
Are Two Offices Better Than One?, *May*, 29
The 'Three A's' You Owe Your New Associate, *March*, 89
Will Your Practice Outlive You?, *May*, 75
Your Practice Profile: Group Practice, *December*, 33
Your Practice Profile: Satellite Offices, *November*, 29

CONTACT LENSES
Another Look At Extended Wear, *September*, 69
A.O.A. Contact Lens Section?, *June*, 89
Build A Better Contact Lens Practice!, *July*, 53
The Care And Handling Of The Soft Lens, *December*, 48
A Contact Lens Message For America's Heartland, *July*, 45
A Contact Lens Practice Just For Kids, *October*, 69
Contacts For Cosmetics, *September*, 59
A Hard Look At Soft Contact Lens Prices, *June*, 77
How To Manage A Sports Contact Lens Practice, *November*, 53
How TV Dramatizes Contact Lens Practice, *October*, 57
If Contacts Were Free, *August*, 75
Long-Term Extended Wear Evaluated, *August*, 61
The P.O.P. System For Contact Lens Management, *June*, 65
A Sideline Practice In Sports, *November*, 61

DEMONSTRATE
How TV Dramatizes Contact Lens Practice, *October*, 57

DOUBLE LIFE
Dr. Fuerman, *April*,119
Dr. Konopken, *January*, 125
Dr. Paige, *May*, 63
Dr. Sherman, *October*, 47

ESTATE PLANNING
How To Make Your Retirement Dreams Come True, *October*, 17
P.C.O.'s Income 'Lift' For Optometry, *September*, 29
Pros And Cons Of The 'Maxi-Keogh' Plan, *March*, 35
Your Practice Profile: Investments, *June*, 23
Your Practice Profile: Retirement Income, *October*, 25
Your Practice Profile: What Your Practice Is Worth, *July*, 79

FEES
Cashing In On Collective Buying, *November*, 35
A Hard Look At Soft Contact Lens Prices, *June*, 77
If Contacts Were Free, *August*, 75
Take The Cash And Let The Credit Go!, *August*, 45
Tracking Down The Deadbeats, *June*, 43
Your Bigger Share Under Medicare, *August*, 35
Your Practice Profile: Productivity, *September*, 21
Your Practice Profile: Professional Fees, *April*, 41

FINANCIAL
Bond Swapping, For Fun And Profit, *December*, 43
Buying A Condominium Or Co-op: What You Need To Know, *January*, 57
Cashing In On Collective Buying, *November*, 35
Franchising: The New Face Of Optometry?, *September*, 11
How To Make Your Retirement Dreams Come True, *October*, 17
How To Succeed In Optometry Without Really Buying, *April*, 29
How To Tax Deduct Your Kids' College Costs, *May*, 19
It Pays To Pay Your Wife, *March*, 69
P.C.O.'s Income 'Lift' For Optometry, *September*, 29
Pros And Cons Of The 'Maxi-Keogh' Plan, *March*, 35
Put A Tiger In Your Tax Return, *April*, 23
When To Take On A Technician — And How To Make It Pay, *May*, 55
Will Your Practice Outlive You?, *May*, 75
Year-End Tax Tactics: Carving Your Slice Of The Pie, *November*, 20
Your New Wellspring Of Ready Credit, *February*, 27
Your Practice Profile: Investments, *June*, 23
Your Practice Profile: Net Income, *February*, 37
Your Practice Profile: Net Worth, *May*, 45
Your Practice Profile: Office Expenses, *March*, 19
Your Practice Profile: Productivity, *September*, 21
Your Practice Profile: Professional Fees, *April*, 41
Your Practice Profile: Retirement Income, *October*, 25
Your Practice Profile: What Your Practice Is Worth, *July*, 79

LEGAL
How To Blow Your Own Malpractice Defense, *July*, 19

LENSES
Add Practice Bounce With Racquetball, *June*, 99
How To 'Prescribe' Plano Sunwear, *January*, 113

OFFICE
Automated Practice: The Incredible Impact, *September*, 39
The Booklet That Speaks Volumes, *October*, 43
Do You Really Enjoy Your Practice? *June*, 33
Everything You Always Wanted To Know About Automatic Refractors, *January*, 37
Franchising: The New Face Of Optometry?, *September*, 11
Goal To Go!, *April*, 107
How TV Dramatizes Contact Lens Practice, *October*, 57
The Inside Scoop On Interior Design, *February*, 63
Is Mall Practice For You?, *August*, 27
The Last Word In Word Processors, *March*, 59
When To Take On A Technician — And How To Make It Pay, *May*, 55
While You're Recovering, Who Will Cover The Office?, *February*, 97
Why Your Patients Can't Read, *June*, 61
Your Practice Profile: Gross Income, *January*, 27
Your Practice Profile: Net Income, *February*, 37
Your Practice Profile: Net Worth, *May*, 45
Your Practice Profile: Office Expenses, *March*, 19
Your Practice Profile: Productivity, *September*, 21
Your Practice Profile: Satellite Offices, *November*, 29
Your Urban Renewal In Optometry, *October*, 35

OPTIFAIR
OptiFair Comes To Chicago!, *April*, 63
OptiFair Report: Biggest, Best Yet, *January*, 65
OptiFair West: Bigger And Better, *July*, 93

OPTOMETRIC PROFESSION
V.A. Optometry: It's Come A Long Way, *March*, 29
Where's The Minority O.D.?, *February*, 83

PARTNERSHIP PRACTICE
Are Two Offices Better Than One?, *May*, 29
The 'Three A's' You Owe Your New Associate, *March*, 89
Will Your Practice Outlive You?, *May*, 75
Your Practice Profile: Group Practice, *December*, 33
Your Practice Profile: Satellite Offices, *November*, 29

PATIENT RELATIONS
Add Practice Bounce With Racquetball, *June*, 99
Another Look At Extended Wear, *September*, 69
Automated Practice: The Incredible Impact, *September*, 39
The Booklet That Speaks Volumes, *October*, 43
Build A Better Contact Lens Practice!, *July*, 53
The Case For 'Cadillac' Optometry, *March*, 47
Contacts For Cosmetics, *September*, 59
A Contact Lens Practice Just For Kids, *October*, 69
Do You Really Enjoy Your Practice? *June*, 33
Hands Quicker Than The Eye, *June*, 49
How To Blow Your Own Malpractice Defense, *July*, 19
How To Manage A Sports Contact Lens Practice, *November*, 53
How To Remedy The 'December Blues', *October*, 83
If Contacts Were Free, *August*, 75
Keeping Pace With Patients Who Jog, *April*, 49
Long-Term Extended Wear Evaluated, *August*, 61
Patients In Pain!, *July*, 29
The P.O.P. System For Contact Lens Management, *June*, 65
Prescribing For Patients Who Play, *November*, 67
The Prospect Of Third Party Health Care, *July*, 41
A Sideline Practice In Sports, *November*, 61
Take The Cash And Let The Credit Go!, *August*, 45
Tracking Down The Deadbeats, *June*, 43
When To Take On A Technician — And How To Make It Pay, *May*, 55
Why Your Patients Can't Read, *June*, 61
The Young O.D.'s 10 Best Practice Builders, *September*, 51
Your Bigger Share Under Medicare, *August*, 35
Your Urban Renewal In Optometry, *October*, 35

PERSONAL IMPROVEMENT
Do You Really Enjoy Your Practice?, *June*, 33
Goal To Go!, *April*, 107
Keeping Pace With Patients Who Jog, *April*, 49

PERSONALITIES
Hands Quicker Than The Eye, *June*, 49

PERSONNEL RELATIONS
It Pays To Pay Your Wife, *March*, 69
Your Practice Profile: Your Staff, *August*, 49

PRACTICE MANAGEMENT
Add Practice Bounce With Racquetball, *June*, 99
Another Look At Extended Wear, *September*, 69
Are Two Offices Better Than One?, *May*, 29
Automated Practice: The Incredible Impact, *September*, 39
The Booklet That Speaks Volumes, *October*, 43
Build A Better Contact Lens Practice!, *July*, 53
The Care And Handling Of The Soft Lens, *December*, 48
The Case For 'Cadillac' Optometry, *March*, 47
Cashing In On Collective Buying, *November*, 35
The Computer Question: Does It Pay?, *December*, 15
A Contact Lens Practice Just For Kids, *October*, 69
Contacts For Cosmetics, *September*, 59
Don't Buy The Practice, Buy The Patients!, *February*, 55
Do You Really Enjoy Your Practice?, *June*, 33
Everything You Always Wanted To Know About Automatic Refractors, *January*, 37
Franchising: The New Face Of Optometry?, *September*, 11
Goal To Go!, *April*, 107
A Hard Look At Soft Contact Lens Prices, *June*, 77
How To Manage A Sports Contact Lens Practice, *November*, 53
How To Remedy The 'December Blues', *October*, 83
How To Succeed In Optometry Without Really Buying, *April*, 29
How TV Dramatizes Contact Lens Practice, *October*, 57
If Contacts Were Free, *April*, 75
The Inside Scoop On Interior Design, *February*, 63
Is Mall Practice For You?, *August*, 27
It Pays To Pay Your Wife, *March*, 69
The Last Word In Word Processors, *March*, 59
Patients In Pain!, *July*, 29
The P.O.P. System For Contact Lens Management, *June*, 65
Prescribing For Patients Who Play, *November*, 67
The Prospect Of Third Party Health Care, *July*, 41
'Showing Off' With Antique Eyewear, *February*, 75
A Sideline Practice In Sports, *November*, 61
Take The Cash And Let The Credit Go!, *August*, 45
The Talk Show Says It All For You, *January*, 51
Tracking Down The Deadbeats, *June*, 43
When To Take On A Technician — And How To Make It Pay, *May*, 55
While You're Recovering, Who Will Cover The Office?, *February*, 97
Why Your Patients Can't Read, *June*, 61
Will Your Practice Outlive You?, *May*, 75
The Young O.D.'s 10 Best Practice Builders, *September*, 51
Your Bigger Share Under Medicare, *August*, 35
Your Practice Profile: Gross Income, *January*, 27
Your Practice Profile: Group Practice, *December*, 33
Your Practice Profile: Net Worth, *May*, 45
Your Practice Profile: Office Expenses, *March*, 19
Your Practice Profile: Productivity, *September*, 21
Your Practice Profile: Professional Fees, *April*, 41
Your Practice Profile: Satellite Offices, *November*, 29
Your Practice Profile: Your Staff, *August*, 49
Your Urban Renewal In Optometry, *October*, 35

PROFESSIONAL SERVICES
Optometric Consulting For Fun And Profit, *February*, 47

PROMOTION
Automated Practice: The Incredible Impact, *September*, 39
The Booklet That Speaks Volumes, *October*, 43
Build A Better Contact Lens Practice, *July*, 53
A Contact Lens Message For America's Heartland, *July*, 45
Hands Quicker Than The Eye, *June*, 49
How To Remedy The 'December Blues', *October*, 83
'Showing Off' With Antique Eyewear, *February*, 75
Speak Out For Optometry!, *March*, 81
The Talk Show Says It All For You, *January*, 51
The Young O.D.'s 10 Best Practice Builders, *September*, 51
Your Urban Renewal In Optometry, *October*, 35

SPORTS VISION
Add Practice Bounce With Racquetball, *June*, 99
How To Manage A Sports Contact Lens Practice, *November*, 53
Keeping Pace With Patients Who Jog, *April*, 49
Prescribing For Patients Who Play, *November*, 67
A Sideline Practice In Sports, *November*, 61

TAXES
Bond Swapping, For Fun And Profit, *December*, 43
How To Succeed In Optometry Without Really Buying, *April*, 29
How To Tax Deduct Your Kids' College Costs, *May*, 19
P.C.O.'s Income 'Lift' For Optometry, *September*, 29
Pros And Cons Of The 'Maxi-Keogh' Plan, *March*, 35
Put A Tiger In Your Tax Return, *April*, 23
Year-End Tax Tactics: Carving Your Slice Of The Pie, *November*, 20
Your Practice Profile: Investments, *June*, 23
Your Practice Profile: Retirement Income, *October*, 25

THIRD PARTY PROGRAMS
The Prospect Of Third Party Health Care, *July*, 41
Your Bigger Share Under Medicare, *August*, 35

TRAVEL AND EDUCATION
Las Vegas Seminar: Learn And Enjoy!, *November*, 47
OptiFair Comes To Chicago!, *April*, 63
OptiFair Report: Biggest, Best Yet, *January*, 65
OptiFair West: Bigger And Better, *July*, 93